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TOURISM  
THINK TANK**

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IN PARTNERSHIP WITH

**YAHOO!**

**Mobile Strategy Workshop**

Tuesday 25th February 2014

**Siemens Crystal**

One Siemens Brothers Way

Royal Victoria Docks

London E16 1GB

United Kingdom

MOBILE  
STRATEGIES

IN PARTNERSHIP WITH ETOA



MOBILE WORKSHOP

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## About the Workshop

The Digital Tourism Think Tank focuses on digital marketing best practice in tourism; promoting the most innovative case studies across the industry to inspire and encourage creative, successful digital marketing. With this objective in mind, we are now offering advanced training workshops with experts on various topics within the field, providing tourism organisations and professionals crash courses to get up to speed and hands on with their digital marketing strategies.

The first in our 2014 series of training offerings tailored to ETOA's members will be on February 25th, at Siemens Crystal in London – the Mobile Strategy Workshop with our mobile expert Zornitza Yovcheva. Through this workshop, tourism professionals will learn the fundamentals of mobile marketing and strategy, exploring the trends in mobile technology and best practice industry case studies. Throughout the workshop coffee breaks, entry to the exhibition and lunch are included in the price.

## Topics Covered

Mobile Strategy is designed as an introductory workshop for tourism professionals that want to learn how to get the most out of the huge opportunities of an increasingly hyper-connected traveller. It will cover the following:

- Fundamentals of creating a strong mobile strategy
- Different technologies and platforms available
- How to get the most out of these platforms
- Tools and technology to engage people at each point of the buying and trip planning cycle

### Why Mobile?

How mobile is enhancing and changing the digital landscape; we explore global and regional usage trends across the different mobile devices, how these technologies have developed and who is using them.

### Mobile Marketing

Exploring the core disciplines of mobile marketing: sales promotion, mobile advertising, mCRM, brand engagement, advertising response, mobile experiential and the tools and techniques that can be implemented to achieve these goals, such as innovative apps and augmented reality.



## Mobile Traveller

As the mobile and social channels grow together to dominate consumer usage, social location in particular is a tool that tourism professionals can take advantage of in targeting consumer engagement. We explore how travellers use mobile at various stages in the travel cycle and identify further tools that tourism businesses can engage on, looking into industry case studies for inspiration.

## Mobile Strategy

With the scope of mobile growing, with regards to technologies, platforms and usage, it is important for tourism businesses to take a strategic approach with it. Mobile strategy considers the possibilities for the channel, business objectives and processes, and the tools for measurement of campaign effectiveness.

## Your Trainer



Zornitza is an expert in mobile user experience and user research for travel and tourism. With a background in Geo-Information Science, Zornitza moved from designing web-based virtual globes to focus on improving the tourist experience with smartphone Augmented Reality browsers during her PhD at Bournemouth University. This cutting-edge research was recently awarded 1st Price at the Designing Mobile Augmented Reality workshop at the Mobile Human-Computer Interaction (MobileHCI) conference in Germany, 2013.

Currently, Zornitza is a Mobile and User Experience Consultant at SE1 Media. With in-depth knowledge of all stages of a user-centred design lifecycle, Zornitza enjoys carrying out both qualitative and quantitative user research. She loves great mobile website designs and responsive and easy-to-use location-based apps, and believes that each product and service can deliver an exceptional tourist experience, if we focus on the actual needs and requirements of our customers.

## Welcome to Workshop

10:00 AM

To begin this mobile workshop in partnership with ETOA, the Digital Tourism Think Tank Team and ETOA would like to welcome all participants. Rachel Read and Magdalena Osmola from ETOA will introduce the workshop and partnership between ETOA & DTTT as well as plans for further digital events in 2014.

## Introduction to Participants

10:30 AM

To start off, we'll have a round-table to get to know the participants of the Mobile Workshop in person. We'd love to learn more about what each of you hope to get out of the workshop and use this time as an opportunity to learn more about your experiences of future plans in mobile.

## Mobile strategy

11:00 AM

Mobile is revolutionising how visitors plan, book and share travel, but getting mobile strategy right is all about timeliness and relevancy. The opening topic of this mobile workshop looks at where mobile makes the best sense in your digital strategy and the type of content and functionality that'll perform best for mobile.

No tourism business has a 'mobile only' strategy, so how does mobile compare to other media? We'll be looking at the pros and cons of mobile compared to both traditional media and other digital channels to gain a deeper understanding of how and where mobile should fit into your organisation's digital strategy.

## Mobile user experience

11:30 PM

After looking at global best practice mobile strategies and approaches, it is also important to consider the mobile user experience of different personas. Participants will play through the mobile experience of different users to identify user needs and expectations and match these with their current mobile approaches.

## Mobile user experience exercise 12:00 PM

Creating unique mobile experiences requires that we rethink many assumptions that we have learned to take for granted with desktop solutions. In order to create a unique customer experience across multiple channels, including mobile, it is fundamental that we understand how users interact with and perceive information on the go. In this session we put the spotlight on the different factors that influence the customer's experience with mobile websites and mobile apps. Then we will investigate the various components that shape up a mobile user experience within an interactive exercise with all attendees.

## - - Networking Lunch in the Crystal - -

During the free lunch provided by ETOA and the Digital Tourism Think Tank, attendees of the workshop have the opportunity to network and can also explore the Crystal's unique and interactive exhibition showcasing global trends and challenges but also existing technological solutions to build environmentally sustainable, liveable and prosperous cities. Through interactives, films and animations the exhibition can be explored in a richer way.

## Mobile apps vs. mobile sites 2:00 PM

A far greater percentage of tourism businesses have developed mobile apps than mobile websites. In this part of the workshop, we'll look at some best practice examples of both and explore the merits and challenges in developing both and providing a seamless mobile experience to the visitor.

## DTTT Best Practice Examples 2:30 PM

The DTTT team will look at some best practice examples in detail with the participants. A brainstorm and discussion about innovative apps within the group can identify mobile strategies that inspire travellers and are a bit different to the traditional mobile strategies followed by a lot of tourism businesses. This can help to develop your strategy and approach.

## Planning for Mobile

3:00 PM

Getting your mobile strategy right is only the first step, in this part of the workshop we will look at everything you need to consider when planning for mobile, such as preparing content, integrating mobile as a key part of the visitor experience, activating local industry to get involved and measuring the effectiveness of your mobile strategy. We'll be looking at how you need to think about building awareness, measuring performance and sharing.

## App Economics

3:30 PM

Great ideas are sometimes difficult to translate into really effective results. As we approach the end of the mobile workshop, we are going to be looking at which features and functionalities can be developed more quickly than others. With this 'heads up', you'll be better informed when drafting RFP's and working with contractors knowing that sometimes the simplest developments turn out to be the ones that take the longest! We'll guide you through the features and functionality most commonly requested and give an indication to the scale of each from a developers perspective and what you should already have prepared when you start the development process.

## Future of Mobile

4:00 PM

Finally, a Mobile Workshop wouldn't be complete without a look at the future of mobile. We'll be sharing with you our vision for the future of technology and the role that mobile will play in the travel marketing funnel. We'll look at short, medium and long term predictions and help you to make the right provisions and stay 'ahead of the curve' when they do come.

## Conclusions

4:15 PM

We'll be wrapping up this first ever Mobile Strategy Workshop with our own conclusions and hearing from participants about how they will be approaching their mobile strategies after having heard the different points of view discussed. We'll also be talking about next workshops that ETOA and the Think Tank could develop together in 2014.